



Lockdown Research

People across Ireland have relied heavily on broadband to support their physical and mental health while staying at home during the ongoing COVID-19 public health crisis - with the majority saying they have been using the internet more regularly for health related information and support.



80%

said their physical health has remained good during lockdown



4 in 10

felt their mental health ranged from poor to middling during lockdown



65%

of people are taking part in live, online fitness and training classes more often than they usually would



30%

will continue to participate in online fitness classes in future



50%

have accessed videos, podcasts, blogs and social media to support their wellbeing during lockdown



30%

will share their health and fitness information (e.g. Fitbit) to get feedback and keep motivated in future



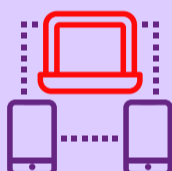
40%

The increase in data usage across Virgin Media's high speed residential broadband network (March to June 2020)



73%

increase in upstream video usage (e.g. Skype, Teams, Webex, Zoom, and all others) across the Virgin Media network with upstream traffic increasing by 73%



52%

increase in connected devices on Virgin Media's network (March - April 2020)



82%

have already downloaded (60%) or will download (22%) the Government's recently launched COVID-19 tracker app



20%

rated their mental health as 'low', with others 'average' (17%) and the remainder saying they felt very good / excellent (63%)..



22%

have accessed content on blogs and websites about mental health and wellbeing



14%

consulted either their doctor, another health professional and/or received counselling, coaching or support services, in relation to their mental health, using online video meeting technology.



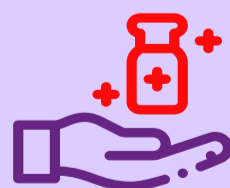
14%

watched videos providing mental health advice, support and coping skills.



37%

are likely or highly likely to seek professional consultation or counselling support online in the future.



7 in 10

people would avail of a vaccine if and when it becomes available.



22%

increase in WiFi usage across virgin Media Ireland's high speed residential broadband network (March to June 2020).